

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
October 18, 2007**

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| Directors Present | Monica Yamada, President | CIM Group, Inc. |
| | Joel Fisher, Vice President | Avalon |
| | Jeff Rouze, Treasurer | Historic Hollywood Hillview, LLC |
| | Jose Malagon, Secretary | Hollywood Media Center |
| | Lynda Bybee | Metro |
| | Ron Radachy | Oasis of Hollywood |
| | Alan Sieroty | Sieroty Company |
| | Thaddeus Smith | The Music Box Theater |
| | Frank Stephan | Clarett Group |
| | John Tronson | Tronson Investment Group |
| Directors Absent | Chris Bonbright | Whitley Court Partners |
| | Bill Hertz | Mann Theatres |
| | Nathan Korman | NBK, LLC |
| | Hillary Royce | Church of Scientology International |
| | Tej Sundher | Hollywood Wax Museum |
| | Captain Clay Farrell | LAPD- (Ex-officio Member) |
| | Leron Gubler | Hollywood Chamber of Commerce- (Ex-officio Member) |
| | Tom Leaper | RBZ- (Ex-officio Member) |
| Staff | Kerry Morrison | HPOA |
| | Sarah MacPherson | HPOA |
| | Joe Mariani | HPOA |
| | Katie Zandona | HPOA |
| Guests | Aziz Banayan | Algert Co., Inc. (Director-Elect) |

I. Call to Order

The meeting was called to order by President Monica Yamada at 4:09 P.M. The agenda was posted at this venue 72 hours prior and is attached to these minutes as Appendix B.

Note: All appendices referenced in these minutes are attached to the official Minutes in the HPOA Staff Office.

II. Open Forum

The board welcomed Aziz Banayan, President of Algert Co., Inc. to the meeting.

Banayan owns the property at 1640 Cahuenga Blvd. and is a nominee for the Board of Directors.

III. Approval of Minutes

It was moved by John Tronson, seconded by Ron Radachy and **CARRIED to approve the minutes from the September 20, 2007 meeting.** [unanimous]

IV. Treasurer's Report

Jeff Rouze reviewed the Treasurer's Report dated September 30, 2007 with the board. Rouze stated that the BID is continuing to do well and is on schedule to finish under budget for the year. Morrison notified the board that specifically the Security Budget would be under by \$84,000 of which some of this money will be used by Andrews to provide extra patrol during the Holidays this year.

It was moved by Jeff Rouze, seconded by John Tronson and **CARRIED to approve the Treasurer's Report.** [unanimous]

1. Morrison explained to the board that previously the BID had provided a discount on building square footage above the fourth floor (the so called "high-rise discount"). Now with the addition of condos and lofts, (example: Equitable Building, Broadway Building) the BID will have to come up with another formula since it would not be fair to those living in floors five and above to be paying less than those beneath them when they have relatively the same size condo. The BID Renewal Steering Committee will be tackling this issue to provide for the long-term accommodation of new ownership units. However, for the short term (example: the final year of this BID) a disaggregation of the existing assessment to the 90+ new APNs at Kor's Broadway building must be calculated. The board proposes disaggregating the assessment.

It was moved by Jeff Rouze, seconded by Frank Stephan and **CARRIED to approve the total assessment applied to the one APN formerly associated with Kor's Broadway building would now be disaggregated amongst all individually owned APN's based upon a square-footage proportionate basis.** [unanimous]

V. Committee/ Activity Reports

A. Security Committee

1. Get Love Feeding Program: John Tronson reported that the Security Committee was joined by a representative from the Get Love feeding program at their last meeting. The gentleman informed the group that the program was currently working on placing an offer on a building which would allow them to move the program away from its current Ivar location. Tronson stated that he reminded the group that the committee would only give the group a window of time before enforcement would begin. Tronson informed the board that Andrews International has done an excellent job of handling and monitoring the situation.

2. ACLU Settlement: Tronson discussed with the board the recent ACLU/City settlement regarding sidewalk sleeping. Based on the settlement, individuals can sleep on the sidewalk from 9 P.M. to 6 A.M., with certain restrictions applying. Tronson explained that the

decision should not affect BID patrol substantially due to the fact that officers end normal patrol hours at 9 P.M. and do not resume until 6 A.M. the following morning. However, there is a concern that this may lead to more overnight encampments in both BID's

B. Streetscape Committee

1. Status of Canary Island Date Palm: Ron Radachy reported that CBS Viacom were looking into getting alternative quotes to replace the now deceased tree at Hollywood and Highland which had been illegally trimmed. Radachy explained that the group has been very cooperative so far. A second letter would be going out to all advertising companies in the area to warn them to not cut any of the trees in front of billboards or signage as a similar result may occur.

2. Hollywood Arts Council Christmas Lighting: Radachy mentioned that at the last Streetscape Committee the Hollywood Arts Council requested that the BID make a contribution in the amount of \$10,000 to support Christmas Lighting in storefronts along Hollywood Blvd. The committee had expressed reservations about using BID assessment dollars from throughout the District to benefit property owners exclusively along one street. As an alternative the committee proposed the Arts Council sponsor a store front lighting contest in which the BID would help encourage property and store owners to light the front of their stores with the best lit store winning a prize. The board agreed that the BID could help promote such a contest, however making a contribution of \$10,000 could not be done at this time.

3. Refurbishment of Trash Cans: MacPherson stated that there are roughly 150 trash cans currently in the BID which are in need of powder coating. MacPherson had located a vendor who could powder coat the cans at a cost of \$150 a can. Radachy mentioned that the Streetscape Committee was requesting no more than \$25,000 to refurbish the cans. Morrison pointed out that the money would come from contingency. Frank Stephan also requested that the staff look to see if a warranty could be given with the cans.

It was moved by Jose Malagon, seconded by John Tronson and **CARRIED to approve the powder coating of trash cans in the Hollywood Entertainment District for a total amount not to exceed \$25,000.** [unanimous]

4. Allocation of Remaining Special Projects/Phase II Funds: Morrison informed the board that currently there is \$29,000 remaining in the "Phase II Projects Fund" and suggested that the BID use the money before the end of 2008. Alan Sieroty asked if the money could be spent toward the improvement of alleys. Morrison advised that assessment dollars cannot be used for alleys because these are not considered common-areas cared for by the BID. Tronson recommended that in the new BID property owners with alleys could potentially have a "back footage" assessment which would go toward maintaining, patrolling and/or planning their alleyways. The Streetscape committee recommended that the funds be used to complete side and back street planting projects.

It was moved by Jeff Rouze, seconded by Joel Fisher and **CARRIED to approve that the \$29,000 in the Special Projects/Phase II Account would be used to complete side and back street projects within the district.** [unanimous]

C. Nominating Committee

John Tronson reminded the board that the November 15, 2007 board meeting would be the welcoming meeting to new board members Aziz Banayan and Michael Gargano, as well as returning board members Chris Bonbright, Jose Malagon and Hillary Royce. The board would also be thanking Joel Fisher and Jeffrey Rouze for their years of service with the HPOA and Hollywood Entertainment District. Tronson also informed the group that he had received nominations for officer positions for the new year. Morrison announced that Thaddeus Smith has resigned from the nominating committee and that Ron Radachy would be replacing him.

D. Marketing

1. Meeting with Nancy Giordano: Zandona informed the board that earlier this month both her and Morrison along with Chris Bonbright were able to meet with Nancy Giordano to discuss ways to create a Macro-Brand for Hollywood. Morrison says as the next step her and the BID staff wanted to talk with major stakeholders, such as the CRA, to see how such a brand could be created to not only encompass the BID but the entire Hollywood area. The majority of the plan if implemented would not be started until after BID renewal.

2. NavigateHollywood.com Update: After further researching the cost to produce a website that could help visitors and locals "Navigate Hollywood," Zandona informed the board that the cost to design the site would be anywhere from \$20,000 - \$25,000. Lynda Bybee explained that the group could try and form partnerships with companies to try and obtain funding for the site. Bybee volunteered to help Zandona with ideas relative to potential sponsors.

3. "Hollywood" Project for October 2008: On November 9, 2007 the LACE (Los Angeles Contemporary Exhibits) organization will be hosting a meeting in Suite 200 of the Taft Building to discuss the "Hollywood" Festival that will go for ten days along ten blocks in Hollywood, in October 2008. The event will call for no street closures but will feature art in store windows and fronts along the Blvd. Board members interested in attending the meeting were invited to join the discussion.

4. Fashion Week: Zandona had attended Fashion Week in Culver City and agreed with the common sentiment that the event should be moved to Hollywood. While at the event Zandona was able to speak with the Mayor's office and other supporters who are hoping to move the event to the L.A. area. Morrison explained to the board that Craig Donahue, Sunset & Vine BID, has spearheaded this effort.

VI. Old Business

A. BID Renewal Activities

1. The board was given two maps: one which depicted the proposed expansion areas for the BID, and the other which showed the proposed zones of benefit. Tronson explained to the board that the process has not been easy as the BID Renewal Steering Committee has had to make many decisions, including deciding to change the zones of benefit from four to three. Tronson also reviewed the expansion areas with the group pointing out that the group was looking to include the following areas:

- Highland north to Franklin place, including the Hollywood Methodist Church;
- the east block of Highland, just south of Hawthorn and north of Selma;
- parcels north of Yucca between Wilcox and Argyle and south to the current BID boundary;
- and the area east of Gower along Hollywood Blvd. to the 101 Freeway.

The Committee is proposing a \$3.3 M budget and is talking about the idea of having a possible budget cap in order to account for new square footage from construction projects (which otherwise would result in a mini - "windfall" to the BID). Morrison informed the board that the BID Biz will also present these decisions to property owners so they can be informed as to what is occurring with the process.

2. Revisions for Vision Statement: Morrison asked the board for input on revising the current vision statement for the Hollywood Entertainment District as it would be used on the new BID Renewal Brochure. Comments were offered and a revised draft will be brought to the November meeting.

VII. Report From Executive Director

A. Report from IDA/CDA Conference: Morrison invited the board and those in attendance to the Staff's "Top Ten Things I Learned at IDA/CDA Conferences" presentation on November 19, 2007. The presentation will be in the Taft Building, Suite 200 beginning at 12:15 P.M.

B. Report From CD-13 Parking Task Force Meeting: Morrison attended a "Taxi Cab" meeting with D.O.T. and the Downtown Center BID. Morrison attended on behalf of the HPOA and informed the board that D.O.T. is requesting that the BID identify potential pick up and drop off zones for the taxi cabs, since it is illegal to hail a cab from anywhere. The department is welcoming suggestions for locations for the points and is hoping to have the "hail a cab" plan running by Memorial Day of next year.

C. United Way 5-K Homewalk: United Way and P.A.T.H. have teamed up along with others to sponsor a 5-K walk to end homelessness. The HPOA Staff will be competing and representing both the Hollywood Entertainment District and Sunset & Vine Business Improvement District. Board members were given a letter which gave instructions on how to help sponsor the BID team.

D. Oasis Fundraiser: Ron Radachy invited the Board to the Oasis' annual fundraiser and silent auction. The event will be taking place on Sunday, November 4, 2007 from 2:30 P.M. to 5:30 P.M. at the Oasis of Hollywood, 1725 Ivar Ave.

E. Illegal Temporary Signage

Jeff Rouze reported he had attended a meeting in which the CRA board voted to not allow temporary signage on buildings under construction.

VIII. Next Meeting

The next meeting and Annual Board Dinner is scheduled for November 15, 2007 at 4:00 P.M. Morrison asked that the board members to email possible restaurant suggestions to her in order to reserve a location for the event.

IX. Adjournment

There being no further business the meeting was adjourned by President Monica Yamada at 6:03 P.M.

